

REP HEADLINE# 6293831 TEL# E:120823  
 \$\$\$ MOD# 01 UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET

FAX# 703-516-9680  
 HARRIS REPORT FROM REP AUG24/12 11.35  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ AGY # \_\_\_\_\_  
 AGY NAME WATERFRONT STRATEGIES  
 3050 K ST NW,  
 WASHINGTON, DC 20007

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_  
 BUYER NAME KATIE REULEMAN  
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6293831

CLASS: NATL. LOCAL REGIONAL

PRDCT SENATE MAJORITY PAC EST#1661 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG23/12 AUG31/12 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG24/12 11.35

REP: REVISIONS  
 CUT SPOTS LINES 1-3, 5, 6, 10-15, 18, 20, AND 27  
 ADDED SPOTS TO LINES 30-32, 34, 35, 39-43, 46, AND 48  
 MG ON LINES 51-53  
 SAME TOTAL  
 PLEASE CONFIRM  
 THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 SENATE MAJORITY PAC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		100P-200P	30		\$425.00	8/23	8/24	1		TH-F	1
2	S		1000A-1030A	30		\$300.00	8/23	8/24	1		TH-F	1

AGENCY ADVERTISER CODE = 94  
 AGENCY PRODUCT CODE = 100  
 AGENCY EST# = 1661

PROGRAM : DAYS OF OUR LIVES  
 CON COM1: DAYS OF OUR LIVES

PROGRAM : NEWS 10A  
 CON COM1: NEWS 10A

*Handwritten:* R 9/5/12 FCC (5)  
 8/28/12 TEL (9)

*Handwritten:* 8/24

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CRUIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG24/12 11.35

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1135P-1237A	30		\$800.00	8/23	8/24	1		TH-F	1
PROGRAM : THE TONIGHT SHOW												
CON COM1: THE TONIGHT SHOW												
5	S		1237A-136A	30		\$350.00	8/23	8/24	1		TH-F	1
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
6	S		1200N-100P	30		\$275.00	8/23	8/24	1		TH-F	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
10	S		430A-459A	30		\$65.00	8/23	8/24	0		TH-F	0
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
11	S		500A-530A	30		\$300.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
12	S		500P-530P	30		\$850.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
13	S		530A-600A	30		\$500.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
14	S		530P-600P	30		\$850.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
15	S		600P-630P	30		\$2,000.00	8/23	8/24	1		TH-F	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
AUG24/12 11.35  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
18	S		700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$2,000.00	8/23	8/24	1		TH-F	1
20	S		900A-1000A PROGRAM : CON COM1:	30		\$650.00	8/23	8/24	1		TH-F	1
27	S		1000P-1100P PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$3,800.00	8/30	8/30	0		THU	0
30	S		100P-200P PROGRAM : ROCK CENTER CON COM1: ROCK CENTER	30		\$425.00	8/27	8/31	4		M-F	4
31	S		1000A-1030A PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$300.00	8/27	8/31	4		M-F	4
32	S		1135P-1237A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$800.00	8/27	8/31	4		M-F	4
34	S		1237A-136A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$350.00	8/27	8/31	4		M-F	4
35	S		1200N-100P PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$275.00	8/27	8/31	5		M-F	5
39	S		430A-459A PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$65.00	8/27	8/31	6		M-F	6

FROM REP AUG24/12 11.35  
\*\* CHANGES \*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40	S		500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$300.00	8/27	8/31	4		M-F	4
41	S		500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$850.00	8/27	8/31	4		M-F	4
42	S		530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$850.00	8/27	8/31	5		M-F	5
43	S		600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,000.00	8/27	8/31	5		M-F	5
46	S		700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$2,000.00	8/27	8/31	5		M-F	5
48	S		900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$650.00	8/27	8/31	5		M-F	5
51	A		1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$2,800.00	8/26	8/26	1		SUN	1
52	A		600A-700A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$1,000.00	8/27	8/31	1		M-F	1
53	A		530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$500.00	8/27	8/31	1		M-F	1

REP HEADLINE# 6293831 TEL# 2:123823  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG24/12 11.35  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
AUG/12			30225.00	SEP/12		94165.00						
CONTRACT TOTAL												124390.00
TOTAL SPOTS												115

MARKET TOTALS \$607,640 WFLA 20% WFTS 18% WTSP 27% WTVT 29% WTOG 1% WTTA 1% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 4% CABL 0%

SHARES ACCURATE  
 SVC- NSI BOOKS- AUG/PJ  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Waterfront Strategies  
1010 Wisconsin Ave, NW  
Suite 800  
Washington DC 20007

Majority Pac/ Issue  
Submission Number 752 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Majority Pac/ Issue	Submission Cost:	124390	Campaign Ref:	E:120823009
Buyer:		Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product: Senate Majority Pac/ Issue  
Demographic: (L) Household

Booking Group: WFLA  
Order:

Key Market: Tampa St. Petersburg, FL

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	03	425	30 Comme	Nbr of Spots	1	1	425
2	M-F 10a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
3	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	1	1	800
4	M-F 11a Daytime ...F..	02	225	30 Comme	Nbr of Spots	1	1	225
5	M-F 1237a ET / 1137p CT Late Night ...F..	02	350	30 Comme	Nbr of Spots	1	1	350
6	M-F 12p Today Show III ...F..	02	275	30 Comme	Nbr of Spots	1	1	275
7	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	2	2	500
8	M-F 3p Doctors ...F..	04	425	30 Comme	Nbr of Spots	2	2	850
9	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	2	2	1300
Weekly Totals: Total Spots(Ord Spots)					34	81	115	

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**Majority Pac/ Issue**  
 Submission Number 752 Issue 2



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 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> Majority Pac/ Issue	<b>Submission Cost:</b> 124390	<b>Campaign Ref:</b> E:120823009
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 94 / 100 / 1661	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06293831
<b>Est./PO Number:</b> 06293831	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 5a News ...F..	01	300	30 Comme	1		1	300
11	M-F 5p News ...F..	04	850	30 Comme	1		1	850
12	M-F 530a News ...F..	01	500	30 Comme	1		1	500
13	M-F 530p News ...F..	04	850	30 Comme	1		1	850
14	M-F 6p News ...F..	02	2000	30 Comme	1		1	2000
15	M-F 6a News ...F..	03	850	30 Comme	2		2	1700
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	02	3500	30 Comme	1		1	3500
17	M-F 7p News ...F..	01	2000	30 Comme	1		1	2000
18	M-F 7a Today Show ...F..	02	1400	30 Comme	2		2	2800
19	M-F 9a Today Show II ...F..	03	650	30 Comme	1		1	650
<b>Weekly Totals: Total Spots(Ord Spots)</b>					34	81	115	

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Submission Number 752 Issue 2



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Buyer:	..	Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
20	Sat 6p News ...S	03	800	30 Comme	Nbr of Spots	1	1	800
21	Sat 9a News ...S.	02	475	30 Comme	Nbr of Spots	1	1	475
22	Sun 12p News ....S	02	200	30 Comme	Nbr of Spots	1	1	200
23	Sun 8a Today Show ....S	02	700	30 Comme	Nbr of Spots	1	1	700
24	Sun 9a News ....S	02	475	30 Comme	Nbr of Spots	1	1	475
25	M-Su 11p News ...FSS	02	1800	30 Comme	Nbr of Spots	2	2	3600
26	Tue 8-10p ET / 7p CT Americas Got Talent T....	01	15000	30 Comme	Nbr of Spots	1	1	15000
27	Wed 9p ET / 8p CT Americas Got Talent ..W..	02	15000	30 Comme	Nbr of Spots	1	1	15000
28	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots	4	4	1700
29	M-F 10a News MTWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
	M-F 1135p ET / 1035p CT Tonight							
Weekly Totals: Total Spots(Ord Spots)					34	81	115	



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**Majority Pac/ Issue**  
Submission Number 752 Issue 2



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**Original**

<b>Client:</b> Majority Pac/ Issue	<b>Submission Cost:</b> 124390	<b>Campaign Ref:</b> E:120823009
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 94 /100 /1661	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06293831
<b>Est./PO Number:</b> 06293831	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
30	SHOW MTWTF..	03	800	30 Comme	Nbr of Spots	4	4	3200
31	M-F 11a Daytime MTWTF..	02	225	30 Comme	Nbr of Spots	2	2	450
32	M-F 1237a ET / 1137p CT Late Night MTWTF..	02	350	30 Comme	Nbr of Spots	4	4	1400
33	M-F 12p Today Show III MTWTF..	02	275	30 Comme	Nbr of Spots	5	5	1375
34	M-F 2p Rachael Ray MTWTF..	03	250	30 Comme	Nbr of Spots	4	4	1000
35	M-F 3p Doctors MTWTF..	04	425	30 Comme	Nbr of Spots	4	4	1700
36	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots	4	4	2600
37	M-Th, Su 430a News .....S	02	85	30 Comme	Nbr of Spots	1	1	85
38	M-Th, Su 430a News MTWTF..	02	85	30 Comme	Nbr of Spots	5	5	325
39	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
40	M-F 5p News MTWTF..	04	850	30 Comme	Nbr of Spots	4	4	3400
<b>Weekly Totals:</b> Total Spots(Ord Spots)					34	81	115	

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**Majority Pac/ Issue**  
 Submission Number 752 Issue 2



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**Original**

<b>Client:</b>	Majority Pac/ Issue	<b>Submission Cost:</b>	124390	<b>Campaign Ref:</b>	E:120823009
<b>Buyer:</b>	...	<b>Client/Product/Estimate:</b>	94 /100 /1661	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	08/20/12 to 09/02/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06293831
<b>Est./PO Number:</b>	06293831	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
41	M-F 530p News MTWTF..	04	850	30 Comme	Nbr of Spots	5	5	4250
42	M-F 6p News MTWTF..	02	2000	30 Comme	Nbr of Spots	5	5	10000
43	M-F 6a News MTWTF..	03	850	30 Comme	Nbr of Spots	3	3	2550
44	M-F 630p ET / 530p CT NBC Nightly News MTWTF..	02	3500	30 Comme	Nbr of Spots	2	2	7000
45	M-F 7p News MTWTF..	01	2000	30 Comme	Nbr of Spots	5	5	10000
46	M-F 7a Today Show MTWTF..	02	1400	30 Comme	Nbr of Spots	3	3	4200
47	M-F 9a Today Show II MTWTF..	03	650	30 Comme	Nbr of Spots	5	5	3250
48	M-Su 11p News MTWTF..	02	1800	30 Comme	Nbr of Spots	1	1	1800
49	Sat 7p Entertainment Tonight .....S.	02	1000	30 Comme	Nbr of Spots	1	1	1000
50	M-F 530a News MTWTF..	01	500	30 Comme	Nbr of Spots	1	1	500
51	Sun 10a Meet The Press .....S	01	2800	30 Comme	Nbr of Spots	1	1	2800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					34	81	115	

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<b>Client:</b> Majority Pac/ Issue	<b>Submission Cost:</b> 124390	<b>Campaign Ref:</b> E:120823009
<b>Buyer:</b> " "	<b>Client/Product/Estimate:</b> 94 /100 /1661	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06293831
<b>Est./PO Number:</b> 06293831	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
52	M-F 6a News MTWTF--	02	1000	30 Comme		1	1	1000
<b>Weekly Totals:</b> Total Spots(Ord Spots)					34	81	115	

Grand Totals				Grand Totals			
		Month 8 Weeks: 4	08/20			Month 9 Weeks: 5	08/27
Spots	115			34			
Cost	124390			30290			
							81
							94100

**Grand Totals:**

**Spots:** 115  
**Gross Total:** 124,390.00  
**Commission:** 18,658.50  
**Net Total:** 105,731.50

REP HEADLINE# 6293831  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG22/12 15.39  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ALV. NAME ISS/SENATE MAJORITY PAC  
AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES

3050 K ST NW,  
WASHINGTON, DC 20007

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
BUYER NAME KATIE KEULEMAN  
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6293831

CLASS: NATL. \_\_\_\_\_ LOCAL \_\_\_\_\_ REGIONAL \_\_\_\_\_

PRDCT SENATE MAJORITY PAC EST#1661 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG23/12 AUG31/12 WK-2

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_

DATE AUG22/12 15.39

REP: NEW ORDER  
TTL \$124,390 @114X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
SENATE MAJORITY PAC

444 43800

208/03

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 94  
AGENCY PRODUCT CODE = 100  
AGENCY EST# = 1661

1			100P-200P	30		\$425.00	8/23	8/24	2		TH-F	2
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PROGRAM : DAYS OF OUR LIVES  
CON COM1 : DAYS OF OUR LIVES

2			1000A-1030A	30		\$300.00	8/23	8/24	2		TH-F	2
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PROGRAM : NEWS 10A  
CON COM1 : NEWS 10A

3			1135P-1237A	30		\$800.00	8/23	8/24	2		TH-F	2
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PROGRAM : THE TONIGHT SHOW  
CON COM1 : THE TONIGHT SHOW

REP HEADLINE# 0455831  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 15.39  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1100A-1200N	30		\$225.00	8/23	8/24	1		TH-F	1
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
5			1237A-136A	30		\$350.00	8/23	8/24	1		TH-F	2
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
6			1200N-100P	30		\$275.00	8/23	8/24	1		TH-F	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
7			200P-300P	30		\$250.00	8/23	8/24	1		TH-F	2
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
8			300P-400P	30		\$425.00	8/23	8/24	1		TH-F	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
9			400P-500P	30		\$650.00	8/23	8/24	2		TH-F	2
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
10			430A-459A	30		\$65.00	8/23	8/24	2		TH-F	2
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
11			500A-530A	30		\$300.00	8/23	8/24	1		TH-F	2
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
12			500P-530P	30		\$850.00	8/23	8/24	1		TH-F	2
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												

②nd Sun IX

REP HEADLINE# 6033831  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 15.39  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$500.00	8/23	8/24	2		TH-F	2
14			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1 : NEWS CHANNEL 8 530P	30		\$850.00	8/23	8/24	2		TH-F	2
15			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1 : NEWS CHANNEL8	30		\$2,000.00	8/23	8/24	2		TH-F	2
16			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$850.00	8/23	8/24	2		TH-F	2
17			630P-700P PROGRAM : NBC NIGHTLY CON COM1 : NBC NIGHTLY	30		\$3,500.00	8/23	8/24	1		TH-F	1
18			700P-730P PROGRAM : NEWS 7P CON COM1 : NEWS 7P	30		\$2,000.00	8/23	8/24	2		TH-F	2
19			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$1,400.00	8/23	8/24	2		TH-F	2
20			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$650.00	8/23	8/24	2		TH-F	2
21			600P-630P PROGRAM : WFLA NEWS CON COM1 : WFLA NEWS	30		\$800.00	8/25	8/25	1		SAT	1

REP HEADLINE# 6293831  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 15.39  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			900A-1000A	30		\$475.00	8/25	8/25	1		SAT	1
PROGRAM : NEWSCHANNEL 8 SATURDAY												
CON COM1: NEWSCHANNEL 8 SATURDAY												
23			1200N-100P	30		\$200.00	8/26	8/26	1		SUN	1
PROGRAM : SUN NEWS												
CON COM1: SUN NEWS												
24			800A-900A	30		\$700.00	8/26	8/26	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
25			900A-1000A	30		\$475.00	8/26	8/26	1		SUN	1
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
26			1100P-1135P	30		\$1,800.00	8/23	8/26	2		TH-SU	2
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
27			1000P-1100P	30		\$3,800.00	8/30	8/30	1		THU	1
PROGRAM : ROCK CENTER												
CON COM1: ROCK CENTER												
28			800P-1000P	30		15000.00	8/28	8/28	1		TUE	1
PROGRAM : AMERICA'S GOT TALENT												
CON COM1: AMERICA'S GOT TALENT												
29			900P-1000P	30		15000.00	8/29	8/29	1		WED	1
PROGRAM : AMERICA'S GOT TALENT												
CON COM1: AMERICA'S GOT TALENT												
30			100P-200P	30		\$425.00	8/27	8/31	4		M-F	3
PROGRAM : DAYS OF OUR LIVES												
CON COM1: DAYS OF OUR LIVES												

111a

REP HEADLINE# 6233831  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG22/12 15.39  
 \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			1000A-1030A PROGRAM : NEWS 10A CON COM1: NEWS 10A	30		\$200.00	8/27	8/31	24		M-F	3
32			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$800.00	8/27	8/31	24		M-F	3
33			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$225.00	8/27	8/31	2		M-F	2
34			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$350.00	8/27	8/31	24		M-F	3
35			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$275.00	8/27	8/31	25		M-F	4
36			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	8/27	8/31	24		M-F	4
37			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	8/27	8/31	4		M-F	4
38			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	8/27	8/31	4		M-F	4
39			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$65.00	8/27	8/31	25		M-F	4



REP HEADLINE# 0000431  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG22/12 15.39  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
40			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$300.00	8/27	8/31	24		M-F	3
41			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1 : NEWS CHANNEL 8 5P	30		\$850.00	8/27	8/31	24		M-F	3
42			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1 : NEWS CHANNEL 8 530P	30		\$850.00	8/27	8/31	25		M-F	4
43			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1 : NEWS CHANNEL 8	30		\$2,000.00	8/27	8/31	25		M-F	4
44			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1 : NEWSCHANNEL 8 TODAY	30		\$850.00	8/27	8/31	3		M-F	3
45			630P-700P PROGRAM : NBC NIGHTLY CON COM1 : NBC NIGHTLY	30		\$3,500.00	8/27	8/31	2		M-F	2
46			700P-730P PROGRAM : NEWS 7P CON COM1 : NEWS 7P	30		\$2,000.00	8/27	8/31	25		M-F	4
47			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$1,400.00	8/27	8/31	3		M-F	3
48			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$650.00	8/27	8/31	25		M-F	4

M-F W70 5727  
 530A 1X @ \$500

REP HEADLINE# 6292631  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG22/12 15.39  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			1100P-1135P	30		\$1,800.00	8/27	8/31	1		M-F	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
50			700P-800P	30		\$1,000.00	8/25	8/25	1		SAT	1
PROGRAM : ET												
CON COM1: ET												
AUG/12			36855.00			SEP/12					87535.00	
CONTRACT TOTAL											124390.00	
TOTAL SPOTS											114	

MARKET TOTALS \$607,640 WFLA 20% WFTS 18% WTSP 27% WTVT 29% WTOG 1% WTTA 1% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 4% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- AUG/PJ  
 DEMOS- RA35+\*

Waterfront Strategies  
1010 Wisconsin Ave, NW  
Suite 800  
Washington DC 20007

Majority Pac/ Issue  
Submission Number 749 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Majority Pac/ Issue	Submission Cost:	120590	Campaign Ref:	E:120823009
Buyer:		Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Senate Majority Pac/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	08/20	08/27	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	03	425	30 Comme	Nbr of Spots	1		1	425
2	M-F 10a News ...F..	01	300	30 Comme	Nbr of Spots	1		1	300
3	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	1		1	800
4	M-F 11a Daytime ...F..	02	225	30 Comme	Nbr of Spots	1		1	225
5	M-F 1237a ET / 1137p CT Late Night ...F..	02	350	30 Comme	Nbr of Spots	1		1	350
6	M-F 12p Today Show III ...F..	02	275	30 Comme	Nbr of Spots	1		1	275
7	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	2		2	500
8	M-F 3p Doctors ...F..	04	425	30 Comme	Nbr of Spots	2		2	850
9	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	2		2	1300
Weekly Totals: Total Spots (Ord Spots)						33	80	113	

**Waterfront Strategies**  
 1010 Wisconsin Ave, NW  
 Suite 800  
 Washington DC 20007

**Majority Pac/ Issue**  
 Submission Number 749 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Majority Pac/ Issue	<b>Submission Cost:</b> 120590	<b>Campaign Ref:</b> E:120823009
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 94 /100 /1661	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/20/12 to 09/02/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06293831
<b>Est./PO Number:</b> 06293831	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
10	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1	1	300
11	M-F 5p News ...F..	04	850	30 Comme	Nbr of Spots	1	1	850
12	M-F 530a News ...F..	01	500	30 Comme	Nbr of Spots	1	1	500
13	M-F 530p News ...F..	04	850	30 Comme	Nbr of Spots	1	1	850
14	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
15	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	2	2	1700
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	02	3500	30 Comme	Nbr of Spots	1	1	3500
17	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
18	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots	2	2	2800
19	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1	1	650
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	33	80	113

Waterfront Strategies  
1010 Wisconsin Ave, NW  
Suite 800  
Washington DC 20007

Majority Pac/ Issue  
Submission Number 749 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Majority Pac/ Issue	Submission Cost:	120590	Campaign Ref:	E:120823009
Buyer:	...	Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est/PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
20	Sat 6p News ....S.	03	800	30 Comme	Nbr of Spots	1	1	800
21	Sat 9a News ....S.	02	475	30 Comme	Nbr of Spots	1	1	475
22	Sun 12p News .....S	02	200	30 Comme	Nbr of Spots	1	1	200
23	Sun 8a Today Show .....S	02	700	30 Comme	Nbr of Spots	1	1	700
24	Sun 9a News .....S	02	475	30 Comme	Nbr of Spots	1	1	475
25	M-Su 11p News ....FSS	02	1800	30 Comme	Nbr of Spots	2	2	3600
26	Tue 8-10p ET / 7p CT Americas Got Talent .T.....	01	15000	30 Comme	Nbr of Spots	1	1	15000
27	Wed 9p ET / 8p CT Americas Got Talent ..W....	02	15000	30 Comme	Nbr of Spots	1	1	15000
28	M-F 1p Days Of Our Lives MTWTF..	03	425	30 Comme	Nbr of Spots	4	4	1700
29	M-F 10a News MTWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
	M-F 1135p ET / 1035p CT Tonight							
Weekly Totals: Total Spots(Ord Spots)					33	80	113	

Waterfront Strategies  
1010 Wisconsin Ave, NW  
Suite 800  
Washington DC 20007

Majority Pac/ Issue  
Submission Number 749 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Majority Pac/ Issue	Submission Cost:	120590	Campaign Ref:	E:120823009
Buyer:	...	Client/Product/Estimate:	94 /100 /1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
30	Show MTWTF..	03	800	30 Comme	Nbr of Spots	4	4	3200
31	M-F 11a Daytime MTWTF..	02	225	30 Comme	Nbr of Spots	2	2	450
32	M-F 1237a ET / 1137p CT Late Night MTWTF..	02	360	30 Comme	Nbr of Spots	4	4	1400
33	M-F 12p Today Show III MTWTF..	02	275	30 Comme	Nbr of Spots	5	5	1375
34	M-F 2p Rachael Ray MTWTF..	03	260	30 Comme	Nbr of Spots	4	4	1000
35	M-F 3p Doctors MTWTF..	04	425	30 Comme	Nbr of Spots	4	4	1700
36	M-F 4p Dr Oz MTWTF..	03	650	30 Comme	Nbr of Spots	4	4	2600
37	M-Th, Su 430a News .....S	02	65	30 Comme	Nbr of Spots	1	1	65
38	M-Th, Su 430a News MTWTF..	02	65	30 Comme	Nbr of Spots	5	5	325
39	M-F 5a News MTWTF..	01	300	30 Comme	Nbr of Spots	4	4	1200
40	M-F 5p News MTWTF..	04	850	30 Comme	Nbr of Spots	4	4	3400
Weekly Totals: Total Spots(Ord Spots)					33	80	113	

Waterfront Strategies  
1010 Wisconsin Ave, NW  
Suite 800  
Washington DC 20007

Majority Pac/ Issue  
Submission Number 749 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Majority Pac/ Issue	Submission Cost:	120590	Campaign Ref:	E:120823009
Buyer:		Client/Product/Estimate:	94 / 100 / 1661	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06293831
Est./PO Number:	06293831	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
41	M-F 530p News MTWTF..	04	850	30 Comme	Nbr of Spots	5	5	4250
42	M-F 6p News MTWTF..	02	2000	30 Comme	Nbr of Spots	5	5	10000
43	M-F 6a News MTWTF..	03	850	30 Comme	Nbr of Spots	3	3	2550
44	M-F 630p ET / 530p CT NBC Nightly News MTWTF..	02	3500	30 Comme	Nbr of Spots	2	2	7000
45	M-F 7p News MTWTF..	01	2000	30 Comme	Nbr of Spots	5	5	10000
46	M-F 7a Today Show MTWTF..	02	1400	30 Comme	Nbr of Spots	3	3	4200
47	M-F 9a Today Show II MTWTF..	03	650	30 Comme	Nbr of Spots	5	5	3250
48	M-Su 11p News MTWTF..	02	1800	30 Comme	Nbr of Spots	1	1	1800
49	Sat 7p Entertainment Tonight .....S.	02	1000	30 Comme	Nbr of Spots	1	1	1000
50	M-F 530a News MTWTF..	01	500	30 Comme	Nbr of Spots	1	1	500
Weekly Totals: Total Spots(Ord Spots)					33	80	113	

Grand Totals

		Month 8 Weeks: 4	Month 9 Weeks: 5
		08/20	08/27
Spots	Totals	113	33
Cost		120590	27490
			83100

Grand Totals:

Spots:	113
Gross Total:	120,590.00
Commission:	18,088.50
Net Total:	102,501.50



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Mike Furman  
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

**Total Charges:**

This broadcast time will be used by: Majority PAC

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
                         
 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Majority PAC

Washington, DC 20005

700 13th Street NW

202-338-6143

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation;
 ☐ a committee;
 ☐ an association;
 ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Rebecca Lamb

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

4/4/12      *[Signature]*      202-338-8700  
 Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

\_\_\_\_\_  
 Signature      Printed Name      Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any  
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As ordered					

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	Matt Oestrich	<b>Station</b>	WFLA
<b>FROM:</b>	Meghan McGarr	<b>HRP OFFICE:</b>	Washington, DC

**REQUEST RECEIVED FROM**

**DATE:** 8/24/12

<b>BUYER:</b>	Katie Kleumann
<b>AGENCY:</b>	Waterfrant Strategies
<b>ADDRESS:</b>	1010 Wisconsin Ave, NW Suite 800 Washington DC, 20007
<b>PHONE #:</b>	202-338-8700
<b>FAX #:</b>	202-338-0864
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Majority Pac
<b>CHAIRPERSON:</b>	Rebecca Lambe
<b>TREASURER:</b>	
<b>ADDRESS:</b>	700 13 <sup>th</sup> St NW Suite 600 Washington DC 20005
<b>PHONE #:</b>	202-550-6068
<b>FAX #:</b>	
<b>OTHER:</b>	<a href="http://www.majority2012.com/">http://www.majority2012.com/</a>

**FOR**

<b>CANDIDATE:</b>	Issue
<b>OFFICE:</b>	Issue
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21925  
Waterfront Strategies  
1010 Wisconsin Ave, NW  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Majority Pac/ Issue  
PROD: Senate Majority Pac/ Issue

2012  
INVOICE DATE 08/26/12  
ORDER TYPE Political  
WFLA I SS  
08/26/12 E: 120823009  
WFLA  
INVOICE NUMBER 0100032106  
PAGE 1  
BROADCAST MONTH 07/30/2012 - 08/2  
SCHEDULE DATES 8/20/12- 9/02/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 94 /100 /1661  
Desc: 06293831

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1p Days Df Dur Lives	425.00	1	1	8/24	FR	01:29P	30 SMPFL120130	425.00	Commercial
M-F 10a News	300.00	2	1	8/24	FR	10:10A	30 SMPFL120130	300.00	Commercial
M-F 1135p ET / 1035p CT Tonigh	800.00	3	1	8/24	FR	11:58P	30 SMPFL120130	800.00	Commercial
M-F 11a Daytime	225.00	4	1	8/24	FR	11:57A	30 SMPFL120130	225.00	Commercial
M-F 1237a ET / 1137p CT Late N	350.00	5	1	8/24	FR	01:29A	30 SMPFL120130	350.00	Commercial
M-F 12p Today Show III	275.00	6	1	8/24	FR	12:50P	30 SMPFL120130	275.00	Commercial
M-F 2p Rachael Ray	250.00	7	2	8/24	FR	02:12P	30 SMPFL120130	250.00	Commercial
				8/24	FR	02:31P	30 SMPFL120130	250.00	Commercial
M-F 3p Doctors	425.00	8	2	8/24	FR	03:17P	30 SMPFL120130	425.00	Commercial
				8/24	FR	03:54P	30 SMPFL120130	425.00	Commercial
M-F 4p Dr Dz	650.00	9	2	8/24	FR	04:14P	30 SMPFL120130	650.00	Commercial
				8/24	FR	04:38P	30 SMPFL120130	650.00	Commercial
M-F 5a News	300.00	10	1	8/24	FR	05:20A	30 SMPFL120130	300.00	Commercial
M-F 5p News	850.00	11	1	8/24	FR	05:29P	30 SMPFL120130	850.00	Commercial
M-F 530a News	500.00	12	1	8/24	FR	05:40A	30 SMPFL120130	500.00	Commercial
M-F 530p News							30 SMPFL120130		Commercial

\*\*\* Continued \*\*\*

PERIOD COST	30,290.00	34 Total Units	ACTUAL GROSS BILLING	30,290.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	4,543.50	TOTAL RECONCILING	Credits	.00
			NET DUE	25,746.50			.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Majority Pac/ Issue  
PRODUCT Senate Majority Pac/ Issue

INVOICE NUMBER 0100032106  
BROADCAST MONTH 07/30/2012 - 08/26/  
AMOUNT DUE 25,746.50

REMIT TO:

\*00202

000021925  
Waterfront Strategies  
1010 Wisconsin Ave, NW  
Suite 800  
WASHINGTON DC 20007

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021925 00000100032106 002574650 4



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21925  
Waterfront Strategies  
1010 Wisconsin Ave, NW  
Suite 800  
WASHINGTON DC 20007

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Majority Pac/ Issue  
PROD: Senate Majority Pac/ Issue

2012  
INVOICE DATE 08/26/12 E:120823009  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032106  
PAGE 2  
BROADCAST MONTH 07/30/2012 - 08/2  
SCHEDULE DATES 8/20/12- 9/02/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 94 /100 /1661  
Desc: 06293831

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6p News	850.00	13	1	8/24	FR	05:43P	30 SMPFL120130	850.00	
						*WFLA	:30 Commercial		
M-F 6a News	2000.00	14	1	8/24	FR	06:27P	30 SMPFL120130	2000.00	
						*WFLA	:30 Commercial		
M-F 630p ET / 530p CT N8C Nigh	850.00	15	2	8/24	FR	06:09A	30 SMPFL120130	850.00	
				8/24	FR	06:57A	30 SMPFL120130	850.00	
						*WFLA	:30 Commercial		
M-F 7p News	3500.00	16	1	8/24	FR	07:00P	30 SMPFL120130	3500.00	
						*WFLA	:30 Commercial		
M-F 7a Today Show	2000.00	17	1	8/24	FR	07:13P	30 SMPFL120130	2000.00	
						*WFLA	:30 Commercial		
M-F 9a Today Show II	1400.00	18	2	8/24	FR	07:59A	30 SMPFL120130	1400.00	
				8/24	FR	08:56A	30 SMPFL120130	1400.00	
						*WFLA	:30 Commercial		
Sat 6p News	650.00	19	1	8/24	FR	09:26A	30 SMPFL120130	650.00	
						*WFLA	:30 Commercial		
Sat 9a News	800.00	20	1	8/25	SA	06:29P	30 SMPFL120130	800.00	
						*WFLA	:30 Commercial		
Sun 12p News	475.00	21	1	8/25	SA	09:41A	30 SMPFL120130	475.00	
						*WFLA	:30 Commercial		
Sun 8a Today Show	200.00	22	1	8/26	SU	12:16P	30 SMPFL120130	200.00	
						*WFLA	:30 Commercial		
Sun 9a News	700.00	23	1	8/26	SU	08:29A	30 SMPFL120130	700.00	
						*WFLA	:30 Commercial		
M-Su 11p News	475.00	24	1	8/26	SU	09:59A	30 SMPFL120130	475.00	
						*WFLA	:30 Commercial		
	1800.00	25	2	8/24	FR	11:12P	30 SMPFL120130	1800.00	
				8/25	SA	11:16P	30 SMPFL120130	1800.00	
						*WFLA	:30 Commercial		
M-Th, Su 430a News	65.00	37	1	8/26	SU	04:53A	30 SMPFL120130	65.00	
						*WFLA	:30 Commercial		
Sat 7p Entertainment Tonight	1000.00	49	1	8/25	SA	07:35P	30 SMPFL120130	1000.00	
						*WFLA	:30 Commercial		
Sun 10a Meet The Press	2800.00	51	1	8/26	SU	10:47A	30 SMPFL120130	2800.00	
Total Airtime Gross Spot Revenue:									

34 Total Units

ACTUAL GROSS BILLING 30,290.00  
AGENCY COMMISSION 4,543.50  
NET DUE 25,746.50

SUB-TOTALS Debits .00  
Credits .00  
TOTAL RECONCILING .00

PERIOD COST 30,290.00

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**WFLA-TV**  
A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

INVOICE / AFFIOAVIT

21925  
Waterfront Strategies  
3050 K St NW  
#100  
WASHINGTON DC 20007-5108

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Majority Pac/ Issue  
PROD: Senate Majority Pac/ Issue

2012  
INVOICE DATE 09/30/12 E:120823009  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032702  
PAGE 1  
BROADCAST MONTH 08/27/2012 - 09/30/12  
SCHEDULE DATES 8/20/12- 9/02/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 94 /100 /1661  
Desc: 06293831

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Tue 8-10p ET / 7-9p CT America					*WFLA	:30 Commercial			
	15000.00	26 1	8/28	TU	08:22P	30 SMPFL120130	15000.00		
Wed 9p ET / 8p CT Americas Got					*WFLA	:30 Commercial			
	15000.00	27 1	8/29	WE	09:29P	30 SMPFL120130	15000.00		
M-F 1p Days Of Our Lives					*WFLA	:30 Commercial			
	425.00	28 4	8/27	MO	01:44P	30 SMPFL120130	425.00		
			8/28	TU	12:59P	30 SMPFL120130	425.00		
			8/29	WE	01:44P	30 SMPFL120130	425.00		
			8/30	TH	01:42P	30 SMPFL120130	425.00		
M-F 10a News					*WFLA	:30 Commercial			
	300.00	29 4	8/27	MO	10:26A	30 SMPFL120130	300.00		
			8/29	WE	10:10A	30 SMPFL120130	300.00		
			8/30	TH	10:28A	30 SMPFL120130	300.00		
			8/31	FR	10:12A	30 SMPFL120130	300.00		
M-F 1135p ET / 1035p CT Tonight					*WFLA	:30 Commercial			
	800.00	30 4	8/27	MO	11:46P	30 SMPFL120130	800.00		
			8/28	TU	12:36A	30 SMPFL120130	800.00		
			8/30	TH	12:49A	30 SMPFL120130	800.00		
			8/31	FR	12:08A	30 SMPFL120130	800.00		
M-F 11a Daytime					*WFLA	:30 Commercial			
	225.00	31 2	8/30	TH	11:48A	30 SMPFL120130	225.00		
			8/31	FR	11:30A	30 SMPFL120130	225.00		
M-F 1237a ET / 1137p CT Late N					*WFLA	:30 Commercial			
	350.00	32 4	8/27	MO	01:30A	30 SMPFL120130	350.00		
			8/28	TU	01:33A	30 SMPFL120130	350.00		
			8/29	WE	01:16A	30 SMPFL120130	350.00		

\*\*\* Continued \*\*\*

PERIOD COST	94,100.00	81 Total Units	ACTUAL GROSS BILLING	94,100.00	Debits	.00
			AGENCY COMMISSION	14,115.00	Credits	.00
			NET DUE	79,985.00	TOTAL RECONCILING	.00

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**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Majority Pac/ Issue

PRODUCT  
Senate Majority Pac/ Issue

INVOICE NUMBER 0100032702  
BROADCAST MONTH 08/27/2012 - 09/30/12

AMOUNT DUE  
79,985.00

REMIT TO:

\*00247  
000021925  
Waterfront Strategies  
3050 K St NW  
#100  
WASHINGTON DC 20007-5108

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021925 00000100032702 007998500 4



# WFLA-TV

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### INVOICE / AFFIDAVIT

21925  
Waterfront Strategies  
3050 K St NW  
#100  
WASHINGTON DC 20007-5108

REP: WFLA (Washington Oc)  
SLSP: HRP Washington, DC  
ADV: Majority Pac/ Issue  
PROD: Senate Majority Pac/ Issue

2012 WFLA I SS  
INVOICE DATE 09/30/12 E:120823009  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100032702  
PAGE BROADCAST MONTH 2 08/27/2012 - 09/3  
SCHEDULE DATES 8/20/12- 9/02/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 94 /100 /1661  
Desc: 06293831

SCHEDULE			ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 12p Today Show III	275.00	33 5	8/31 FR 01:22A	30 SMPFL120130	350.00	
			*WFLA	:30 Commercial		
			8/27 MO 12:51P	30 SMPFL120130	275.00	
			8/28 TU 12:49P	30 SMPFL120130	275.00	
			8/29 WE 12:27P	30 SMPFL120130	275.00	
			8/30 TH 12:50P	30 SMPFL120130	275.00	
			8/31 FR 12:29P	30 SMPFL120130	275.00	
M-F 2p Rachael Ray	250.00	34 4	*WFLA	:30 Commercial		
			8/27 MO 02:26P	30 SMPFL120130	250.00	
			8/28 TU 02:55P	30 SMPFL120130	250.00	
			8/29 WE 02:40P	30 SMPFL120130	250.00	
			8/30 TH 02:58P	30 SMPFL120130	250.00	
M-F 3p Doctors	425.00	35 4	*WFLA	:30 Commercial		
			8/27 MO 03:52P	30 SMPFL120130	425.00	
			8/28 TU 03:54P	30 SMPFL120130	425.00	
			8/29 WE 03:58P	30 SMPFL120130	425.00	
			8/30 TH 03:13P	30 SMPFL120130	425.00	
M-F 4p Dr Oz	650.00	36 4	*WFLA	:30 Commercial		
			8/28 TU 04:20P	30 SMPFL120130	650.00	
			8/29 WE 04:41P	30 SMPFL120130	650.00	
			8/30 TH 04:25P	30 SMPFL120130	650.00	
			8/31 FR 04:55P	30 SMPFL120130	650.00	
M-Th, Su 430a News	65.00	38 5	*WFLA	:30 Commercial		
			8/27 MO 04:52A	30 SMPFL120130	65.00	
			8/28 TU 04:52A	30 SMPFL120130	65.00	
			8/29 WE 04:55A	30 SMPFL120130	65.00	
			8/29 WE 04:57A	30 SMPFL120130	65.00	
			8/30 TH 04:59A	30 SMPFL120130	65.00	
M-F 5a News	300.00	39 4	*WFLA	:30 Commercial		
			8/28 TU 05:28A	30 SMPFL120130	300.00	
			8/29 WE 05:28A	30 SMPFL120130	300.00	
			8/30 TH 05:11A	30 SMPFL120130	300.00	
			8/31 FR 05:20A	30 SMPFL120130	300.00	
M-F 5p News	850.00	40 4	*WFLA	:30 Commercial		
			8/28 TU 05:24P	30 SMPFL120130	850.00	
			8/29 WE 05:25P	30 SMPFL120130	850.00	
			8/30 TH 05:16P	30 SMPFL120130	850.00	
			8/31 FR 05:21P	30 SMPFL120130	850.00	
M-F 530p News	850.00	41 5	*WFLA	:30 Commercial		
			8/27 MO 05:53P	30 SMPFL120130	850.00	
			8/28 TU 05:41P	30 SMPFL120130	850.00	
			8/29 WE 05:57P	30 SMPFL120130	850.00	
			8/30 TH 05:51P	30 SMPFL120130	850.00	
			8/31 FR 05:52P	30 SMPFL120130	850.00	
M-F 6p News	2000.00	42 5	*WFLA	:30 Commercial		
			8/27 MO 06:12P	30 SMPFL120130	2000.00	
			8/28 TU 06:13P	30 SMPFL120130	2000.00	
*** Continued ***						

PERIOD COST	94,100.00	81 Total Units		Debits	.00
		ACTUAL GROSS BILLING	94,100.00	Credits	.00
		AGENCY COMMISSION	14,115.00	TOTAL RECONCILING	.00
		NET DUE	79,985.00		

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.





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### INVOICE / AFFIDAVIT

21925  
Waterfront Strategies  
3050 K St NW  
#100  
WASHINGTON DC 20007-5108

REP\_: WFLA (Washington Oc)  
SLSP: HRP Washington, DC  
ADV\_: Majority Pac/ Issue  
PROD: Senate Majority Pac/ Issue

2012  
INVOICE DATE 09/30/12 E:120823009  
ORDER TYPE Political WFLA  
INVOICE NUMBER PAGE BROADCAST MONTH  
0100032702 3 08/27/2012 - 09/3  
SCHEDULE DATES  
8/20/12- 9/02/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 94 /100 /1661  
Oesc: 06293831

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6a News	850.00	43 3	8/29	WE	06:17P	30 SMPFL120130	2000.00	
			8/30	TH	06:12P	30 SMPFL120130	2000.00	
			8/31	FR	06:23P	30 SMPFL120130	2000.00	
					*WFLA	:30 Commercial		
M-F 630p ET / 530p CT NBC Nigh	3500.00	44 2	8/28	TU	06:30A	30 SMPFL120130	850.00	
			8/30	TH	06:54A	30 SMPFL120130	850.00	
			8/31	FR	06:59A	30 SMPFL120130	850.00	
					*WFLA	:30 Commercial		
M-F 7p News	2000.00	45 5	8/30	TH	07:00P	30 SMPFL120130	3500.00	
			8/31	FR	06:49P	30 SMPFL120130	3500.00	
					*WFLA	:30 Commercial		
			8/27	MO	07:11P	30 SMPFL120130	2000.00	
M-F 7a Today Show	1400.00	46 3	8/28	TU	07:26P	30 SMPFL120130	2000.00	
			8/29	WE	07:18P	30 SMPFL120130	2000.00	
			8/30	TH	07:19P	30 SMPFL120130	2000.00	
			8/31	FR	07:15P	30 SMPFL120130	2000.00	
M-F 9a Today Show II	650.00	47 5			*WFLA	:30 Commercial		
			8/27	MO	09:29A	30 SMPFL120130	650.00	
			8/28	TU	09:59A	30 SMPFL120130	650.00	
			8/29	WE	09:49A	30 SMPFL120130	650.00	
M-Su 11p News	1800.00	48 1	8/30	TH	09:59A	30 SMPFL120130	650.00	
			8/31	FR	09:56A	30 SMPFL120130	650.00	
					*WFLA	:30 Commercial		
			8/30	TH	11:44P	30 SMPFL120130	1800.00	
M-F 530a News	500.00	50 1	8/27	MO	05:52A	30 SMPFL120130	500.00	Network Overrun
M-F 6a News	1000.00	52 1	8/30	TH	06:22A	30 SMPFL120130	1000.00	
Total Airtime Gross Spot Revenue:			94,100.00					

PERIOD COST 94,100.00

81 Total Units  
ACTUAL GROSS BILLING 94,100.00  
AGENCY COMMISSION 14,115.00  
NET DUE 79,985.00

SUB-TOTALS Debits .00  
Credits .00  
TOTAL RECONCILING .00

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